

**ABSTRACT OF THE DISCLOSURE**

A method including, a code-receiving procedure (s101) for receiving the unique code of the paper medium (50) from a reader terminal (30); a code-authentication procedure (s102) authenticating the validity of the unique code by performing, regarding the received unique code from the reader terminal (30), corresponded with the paper medium 50 and authenticated in a data base (10a) recorded with the unique code, or by requesting authentication to an issuing-and-certification authority which is the origin of the unique code and obtaining the results; individual-specific-information-receiving procedure (s106) receiving from the reader terminal (30), an event of ordering-and-reserving demands of the customer regarding the printed products/services printed on the paper medium (50) presented by the consumer through a reader terminal (30) and an individual-specific information which may specify the consumer; a paper medium-ticketing procedure (s110) corresponding the consumer specified by the individual specific information together with the unique code authenticated by the code-authentication procedure (s102) in the database (10a), as well as recording that the ordering-and-reserving demand of the consumer regarding the printed products and services of the paper medium (50) attached with the unique code has been received; and a result-sending procedure (s111) for sending the result of ticketing to the reader terminal (30) in the paper medium ticketing procedure (s110).

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